



**Breastmilk**  
Keep a good thing going  
1-800-833-4642



**LATCH-AZ**  
presents  
**AMY SPANGLER, MN, RN, IBCLC**

Amy Spangler earned her baccalaureate degree in nursing from Ohio State University and her master's degree in maternal and child health from the University of Florida. She is a former president of the International Lactation Consultant Association, and a former chair of the United States Breastfeeding Committee. Amy is the author of *BREASTFEEDING, A Parent's Guide*, *BREASTFEEDING, Keep It Simple*, *BREASTFEEDING, Your guide to healthy, happy baby*, and *Guidelines for the Establishment of Exclusive Breastfeeding*.

**Health Risk Messages: The Art of Persuasion**

The health benefits of breastfeeding for mothers, infants, and society are well documented. So, too, are the health risks and economic costs associated with artificial feeding. Effective messaging requires a clear understanding of the elements of effective health risk messages, why they succeed, and why they fail. This lecture will address how to convey such messages, without alienating the listener.

**and**

**Breastfeeding: Keep it Simple**

The Arizona WIC program has adopted Amy Spangler's *BREASTFEEDING Keep it Simple* as our primary client education resource. This lecture will describe the messages contained in the book and how to reinforce those messages during client interactions. Knowledge of normal breastfed newborn behaviors and strategies for communicating that knowledge to parents and professionals are included in this discussion.

**Tucson**

**Tuesday February 17, 2009, 8:30 AM - 11:30 AM**

University Medical Center, DuVal Auditorium, 1501 N. Campbell Ave, Tucson, AZ 85724 :  
via videoconference to the following sites:

Chinle \* Flagstaff \* Ft. Defiance \* Kingman \* Page \* Payson \* San Carlos \* Whiteriver \* Winslow \* Yuma

**Mesa**

**Wednesday February 18, 2009, 1:00 PM - 4:00 PM**

Banner Desert Medical Center, Rosati Education Center, 1400 S. Dobson Rd Mesa, AZ 85202

Free Registration at [www.azwic.gov](http://www.azwic.gov)